

# JULY

# 2021



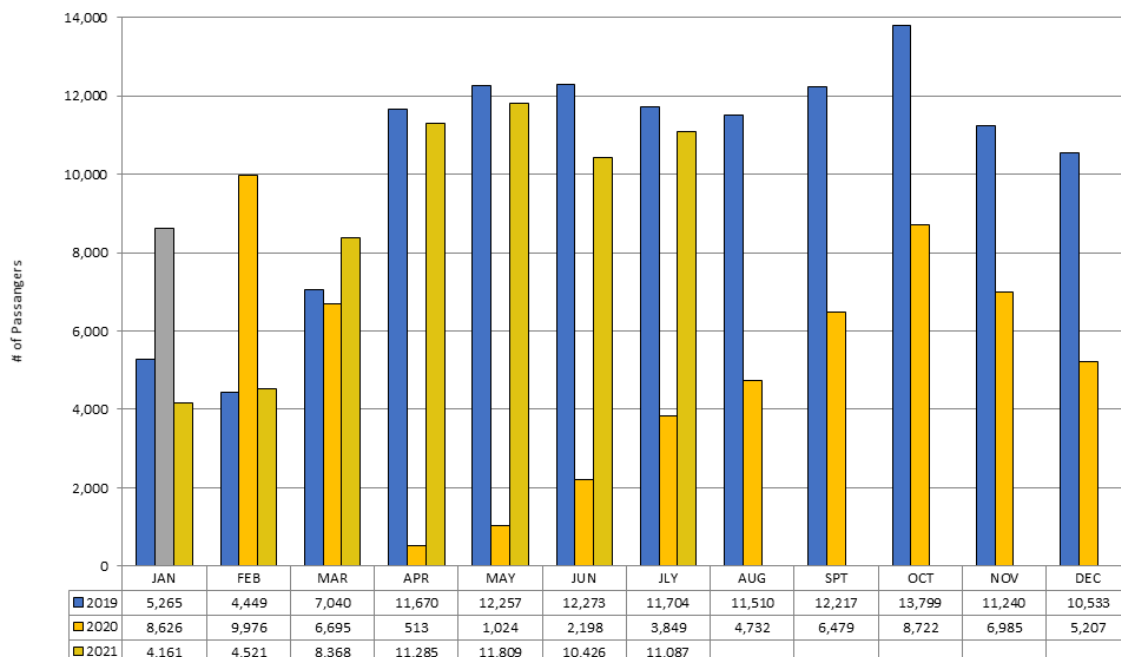
## AIRPORT STATS:

Each month the Flagstaff Airport receives and tracks information on **passenger enplanements, fuel sales, and operations**. This information is presented to the Airport Commission for questions, comments, or further explanations on variations. Each tracking has importance to our airport for the following reasons shared below.

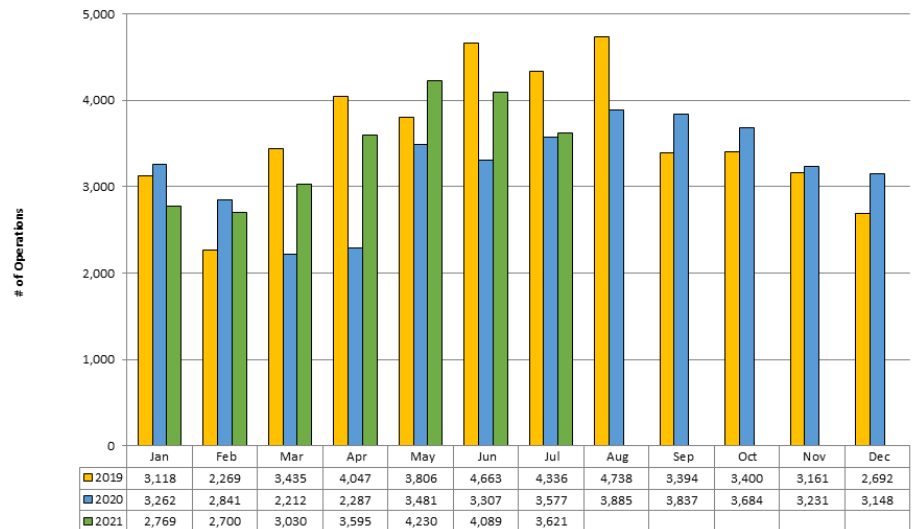
**ENPLANEMENTS** assist in showing growth which is important to an air carrier when looking to add routes, more days, etc.

- **11,087 total enplanements for July...only 617 shy of 2019 numbers**
- **11 flights daily - 3 to Denver, 3 to Dallas Fort Worth, and 5 to Phoenix – Please Fly Flagstaff First!**

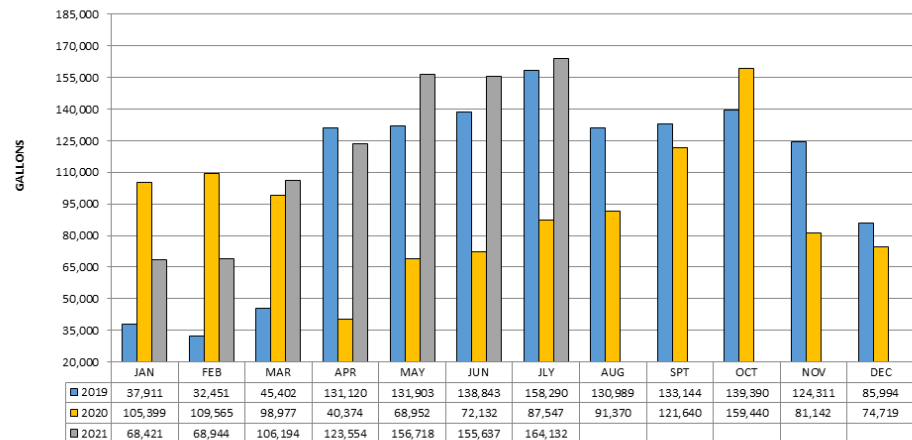
**ENPLANEMENTS  
2019-2021**



**OPERATIONS**, which is either one take-off or one landing, show just how busy the airport is from month to month. **Total was 3,621 which is still not meeting 2019 numbers but an increase from 2020.**



**FUEL SALES** is an economic indicator for business traffic and air carrier traffic, which tend to be an indicator for which direction the economy is going. **Fuel sales continue to beat 2019 numbers!**



**AIRPORT 'AIR CAFÉ':** Discover Flagstaff's Creative Services Manager has been working to enhance the destination messaging with the café owner. There will soon be beverage service in the hold area and the café wall is being wrapped with our 7 Wonders campaign in order to encourage visitors to extend their stay and see more attractions.



**AIRPORT STAFFING:** Welcome **Matthew Beckham** (Operations/ARFF Specialist) and **Tanner Caputo** (Operations/ARFF Specialist) to our ARFF TEAM!

**AIRCRAFT RESCUE FIRE FIGHTING:** Our Aircraft Rescue Fire Fighter/Operations Manager took online training for the American Association of Airport Executives Certified Member test and PASSED!!! **Great work, Tim Skinner!** This is the first stage to be qualified as an Accredited Airport Executive (AAE), of which there are only 480 active AAE's working in the United States currently.

**NATIONAL AIRPORTS CONFERENCE:** The Airport Director attended the National Airports Conference this month in Las Vegas. He serves on several committees including the General Aviation, Contract Tower, Commercial Service and Transportation Security committees. This 3-day event had over 1,600 attendees in which vendors showed their wares, held training sessions and committee meetings with guest speakers who provided education on the latest impacts to airports.

**WEATHER:** Nationally, weather this month caused massive delays all over the country. Even with record rains in Flagstaff, delayed flights in and out of our airport were due to weather elsewhere.

#### **SECOND PARKING LOT PROGRESS:**

- The parking lot should be completed by September 2021 with a paid parking model established by January 2022. There will still be free parking options as well as short and long-term pricing. All revenues will go directly to funding airport operations for the future and assuring that all people parked are there for airport use.
- The Airport Programs Manager and Community Investment Director met with FlowBird Parking this month to discuss the needs for our parking control system for the Airport Paid Parking Program. They are sure they have equipment that can perform our requirements. FlowBird is the vendor that we use for the downtown Flagstaff parking program, so we are trying to create consistency across sections.



**COMMUNITY  
INVESTMENT**

## PARKFLAG:

### Passport Back office Software Updates:

- Passport successfully transferred data from Nupark (the old software system) to Passport, this included all information for current permit holders and all paid and unpaid citation information.
- ParkFlag went live with our new enforcement and back office software. Many hours were spent testing the software prior to launch, staff also downloaded and updated software on the new handheld enforcement devices and citation printers.
- A non-construction related Encroachment Permit was added to our permit list. Now the public may apply for non-construction related permits through ParkFlag. This will benefit all parties, Community development who was processing those permits, ParkFlag, and the customer.

### Flowbird/Kiosk Updates:

- The ParkFlag team installed a kiosk on Cherry Ave in front of the Municipal Court. There are now two kiosks available for use on that block of Cherry Ave and the new public lot located just north of the court.
- We placed an order with Flowbird for 104 4G Modems. This communication upgrade will also decrease the time a customer spends waiting to complete the parking purchase process at all kiosks.
- ParkFlag continues to see communication errors on several kiosks. We are waiting for modems to arrive and are confident the upgrade will eliminate most of those errors. In most incidents staff can troubleshoot to correct the errors, unfortunately we currently have two kiosks hooded for being out of service.

### Staffing Updates:

- ParkFlag posted the open Parking Aide position and received 12 applicants. Three applicants self-scheduled interviews, and we are hoping to make our final selection the second week of August.

### Community Updates:

- The FSL/Cherry Lot is open for business!! →
- ParkFlag installed paid parking signs at the entrances of the new public parking lot north of the Municipal Court on Cherry Ave.
- Considering the decision that several *curbside pick-up zones* will remain downtown indefinitely, ParkFlag began the informal quote request process to purchase professionally produced signs. NOAZ provided the only bid. We placed the order and hope to see the signs out early August.
- Emails went out to all monthly employee permit holders informing them of the change in the permit portal.



## BEAUTIFICATION AND ARTS & SCIENCE:

### COMPLETED PROJECT:

**ALLEY ART:** A new **alley art piece** was installed downtown, in the alley south of Heritage Square that is perpendicular to Aspen Avenue. Local artist **Bruce Aiken's** painting was transferred to vinyl wrap and placed on a metal electric box, bringing additional color and interest to the alley. This is a Beautification in Action Grant funded in June 2021. See image (right) of the water and Grand Canyon view that Bruce captured; he spent many years there as a guide. Thank you to community member David Stephens for instigating this project.





## PROJECT UPDATES:

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**AIRPORT PARKING LOT ART:** Staff and the artist conducted the first design for safety meeting to ensure artwork meets code. A request to create a prototype of a section of artwork to review edges was agreed to. The design team hit an issue with contracting under GMP2 for the City Council date of August 24; held meetings to resolve. Staff met artist team to evaluate new timeline, new responsibilities, and issues for project with individual procurements for required materials and services. Installation now projected for May 2022.

**AZ MURAL INITIATIVE:** Staff met with an art professor in southern Arizona who is spearheading a statewide mural project (with many partners identified). She is hoping Flagstaff will be a key partner in this effort and in a National Endowment for the Arts proposal.

**ART WRAP ON TRAFFIC SIGNAL CABINET DAMAGED:** One of the traffic signal cabinets at Cedar and Gemini was struck by lightning and had to be replaced. Staff has initiated replacing the art wrap by getting a quote from a vendor.

**BUS ART ON CLIMATE CHANGE AND HOPE:** Staff presented and BPAC approved the selection panel recommendations for the project. Staff commenced with artist agreements and fabrication. Contracts with artists and Mountain Line are near completion. Staff also created a ½ page handout on the artists and designs and drafted a webpage about the project to share when it is installed. We anticipate installation in August. Two examples of the selected designs are included above. Thanks to our VISTA member for leading this project!



**DOWNTOWN CONNECTION CENTER ART:** Artist team worked with historical preservation staff on potential interpretative plaques for Route 66 bridge and with architectural team on glass art project for the new DCC building. Staff met with artist team to create BPAC presentation for the Art Master Plan approach discussion on August 9<sup>th</sup>.

**LIBRARY ENTRY ART:** Team conducted review of prototype with Risk Management and will change edges slightly per suggestions. The design team set review with upper management on safety concerns raised at Council and how they were addressed. Further development of the sculpture to address lighting and aesthetic book like feel were reviewed by team. Staff met with the artist and received a lighting model. Team discussed new direction for the temporary art installations component of the art concept that does not require attachment to the rail. The design team also worked on electrical components.

**TRAFFIC SIGNAL CABINETS 2021:** The call to artists concluded. Staff sought community stakeholders and held three selection panels to evaluate the submitted proposals for four locations (the two locations in Sunnyside were combined into one meeting). Evaluations to be tallied first week of next month.

## PROGRAMS:

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**HAL JENSEN REC CENTER YOUTH PUBLIC ART TOUR:** Staff partnered to lead youth on a tour of Flagstaff's public art utilizing the new public art walking tour! See image, left. Check out the self-guided walking or bicycling tours [here](#).



**INCLUSION OF ART/CREATIVITY IN THE 2045 REGIONAL PLAN:** Staff worked with Comprehensive and County Planners to draft a scope of work for a call for proposals. The scope includes 'creativity kits' for visual input from the community to the plan to help illustrate the desired future for Flagstaff in an engaging process.

**FLOOD RESPONSE:** Staff worked at the Emergency Operations Center to assist in gathering public damage descriptions and costs and worked with the County on compiling community resources that will be used if a virtual resource center is activated.

#### HIGHLIGHT FROM A NONPROFIT SUPPORTED BY CITY BBB FUNDS:

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**FLAGSTAFF ARTS COUNCIL** has been hard at work on rebranding and marketing their organization and the broader arts, sciences, and culture nonprofit sector. This work was enabled by an additional grant from the City last FY for \$40,000 for this effort, approved by the Beautification and Public Art Commission. They are now called **CREATIVE FLAGSTAFF!** Check out their new website and branding here: <https://creativeflagstaff.org/>



## ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

### BUSINESS ATTRACTION:

#### Attraction Efforts:

**UACJ WHITEHALL INDUSTRIES:** Expects their first shipment of products to be sent out at the end of August. Staff has been coordinating with their team to announce an official ribbon cutting ceremony to celebrate their expansion into our community with all the partner organizations that made this attraction possible. The event has been tentatively scheduled for the week of August 16<sup>th</sup> and an official invite will be sent out next week. Whitehall is undergoing the last phases of their construction and factory design and will begin producing several hundred new components for electric vehicle companies by the second week of August.

**KATALYST SPACE TECHNOLOGIES:** Has officially moved into their new home on Innovation Mesa at the Business Accelerator (NACET). The economic development team met with Katalyst's founder, Ghonhee Lee and discussed the future of their company here in Flagstaff. Katalyst is excited to announce that they will be looking to hire four additional positions by the end of this year and will look to hopefully expand their operations at the Accelerator. They have also secured additional contracts with NASA and the Department of Defense and are currently scheduled to launch their first products into space by 2023!

**EVENTS:** Staff and Mayor Deasy spoke at an event that was recently put on by the Climate Action Campaign. They highlighted the successes the City has had by working towards sustainability and economic development goals in tandem and the achievements that have come from that approach.



### INCENTIVE PROGRAMS:

- **Sustainable Automotive Tax Rebate:** Was designed to assist our local dealers and boost sustainable action in our community. This incentive has encouraged several local dealers to enhance their stock of electric vehicles and there are currently over 15 new reservations for fully electric vehicles that will be purchased in the coming months. **To date there have been 14 successful applications**, two of which have been for fully electric vehicles. There is roughly \$10,000 left in this fund to encourage purchasers to shop local and buy sustainable.

- Revised versions of the **Job Creation Incentive**, the **Development Reinvestment Incentive**, and the **Sustainable Automotive Sales Tax Rebate** were all unanimously approved by Council in May of this year. Staff is working diligently to produce marketing materials for these updated incentives and will share them with you all so you can help spread the word about these tremendous opportunities. These materials will be available for distribution in the first week of August.

**AIRPORT 31.45 ACRE PARCEL:** The Airport 31.45-acre master development process is continuing to progress. Staff has been meeting with Genterra regularly for the past several months, negotiating this parcel's development. A reimbursement agreement was recently approved by Council, which is the first of three agreements in this process. The next phase in this process will be to bring a ground lease to Council for approval. This ground lease will outline many important aspects of this parcel's development and will also include the revenue structure that will ultimately benefit and support our growing airport. Staff hopes to bring this item to Council for approval in September/October and both teams have been reviewing various financial models to ensure the best outcome and use of this site.

#### **OTHER ATTRACTION HIGHLIGHTS:**

- The former Albertsons building is currently undergoing tenet improvements to house two new businesses. We are pleased to announce that Big Lots and Goodwill are likely going to fill this renovated space.
- Staff is working with a development group that hopes to bring a major microchip manufacturing plant to the region. This project is in its infancy, however, the economic development from this project has the potential to be immense.
- A new mattress company 'Sleep Number' has moved into the former Smash Burger location, located next to Dunkin Donuts.

### **BUSINESS RETENTION & EXPANSION:**

#### **PRESS:**

**BUSINESS FACILITIES MAGAZINE:** The economic development team is telling the stories of opportunity in Flagstaff in the July/August Rankings Edition of Business Facilities Magazine.



- Marketing the unique value propositions of life in Flagstaff is important for recruitment, attraction, retention, and expansion efforts.
- Business Facilities Magazine provides hardcopy distribution and amplified digital impressions for six months beyond the original publication date which translates to great value for the Economic Development Team.
- BR&E and Business Attraction Managers submitted an advertisement will be published in an upcoming July/August edition of Business Facilities Magazine.

#### **PROJECT UPDATES:**

**ARIZONA MURALS/ARTS PASSPORT:** This dynamic statewide initiative designed to bring art and tourists to Arizona communities is underway.

- Staff from BR&E and Beautification, Arts, and Sciences Offices met with the statewide group to learn about the project.
- Leadership hopes to apply for federal arts grants using funding from participating communities as the match. Arts projects will begin July 2022.

- The group will bring an Arizona artist with national acclaim to work with local artists creating unique murals with common threads across the state.

**DISCING4KIDS:** Character and leadership development for children ages 5 to 20 through disc golf programs, Discing4Kids is delivering growth opportunities throughout Flagstaff.

- Staff met with the Executive Director and Councilmember Shimoni to learn more about the unique non-profit and their plans in Flagstaff.
- Discing4Kids delivers after school programs and summer programs. The programs have been so successful that the organization now needs to grow.
- Staff will work to connect Discing4Kids to resources to assist the non-profit expand sustainably.
- Learn more at <https://www.discing4kids.org/>

**ROUTE 66 BROWNFIELD ADVISORY COMMITTEE (BAC):** The BAC met to review new applications.

- Five new applications for five separate properties were reviewed by the BAC at the recent meeting.
- The BAC has now reviewed applications from 13 separate properties.
- Successful applications receive funding for Phase 1 environmental assessments.
- This effort continues to help property owners to address any perceived and/or real environmental issues, which supports local and global communities improving the environment one property at a time.

**ELEVATE PRE-K:** The Elevate Pre-K team reported out to Flagstaff City Council and community.

- LAUNCH Flagstaff and the Association for Supportive Childcare, in partnership with the Wharton Foundation and the City of Flagstaff, reported recent efforts to support the parents in finding suitable childcare for their families. Childcare capacities diminished during the response to COVID making it difficult for many to get back to work.
- The team outlined ways to deliver high quality childcare by potentially accessing American Rescue Plan funds. The presentation was received well by the council and the organization.

**ARIZONA PRE-K ALIGNMENT:** The National League of Cities Arizona cohort held a regularly scheduled monthly meeting to discuss latest efforts.

- Economic and workforce professionals from municipalities around the state of Arizona discussed their recent Mayoral roundtables designed to engage and align early childhood efforts statewide.
- Communities are beginning to access CARES Act funding and making substantial investments in early childhood services and capabilities.

**WORKFORCE DEVELOPMENT:** Community Investment staff and Mayor Deasy met to discuss the workforce system in the region and ways to positively impact and enhance it.

- Federal and state legislation guide the framework of the workforce system in Arizona. The state agency is known as the Workforce Arizona Council. The Arizona workforce system is known as the ARIZONA@WORK workforce development system.
- There are two sides of the workforce system: the employee side which works directly with a job seeker, and the business side which engages employers directly.
  - The employee side is made up of mandated partners including the Department of Economic Security (DES) and education providers. The mandated partners deliver programs addressing four core areas:
    - Title IB: Adult, dislocated Workers and Youth
    - Title II: Adult Education and Literacy



- Title III: Wagner-Peyser
- Title IV: Vocational Rehabilitation
- The business side is the ARIZONA@WORK Coconino County Workforce Development Board which convenes industry leaders and the mandated partners.
- Programmatic elements of the ARIZONA@WORK Coconino County Workforce Development System are managed by the ARIZONA@Work Career Services Center located within Coconino County Health and Human Services.
- As the Flagstaff City Council has been exploring ways to increase the impact of city resources on the workforce system. Staff will be exploring effective ways to do so.

## **2021 ADVANCED TRANSPORTATION AND CONGESTION MANAGEMENT TECHNOLOGIES (ATCMTD)**

**PROGRAM:** Community Investment Staff supports Metroplan to secure infrastructure funding.

- Staff is gathering letters of support from businesses adjacent to the infrastructure project in the hopes of securing federal funding.

## **PROGRAM UPDATES:**

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**BUSINESS RETENTION AND EXPANSION INCENTIVE (BR&E-I):** The BR&E-I is gearing up to receive applications again!

- Flagstaff businesses looking to expand are invited to compete for up to \$30,000 to bridge their financial needs to grow.
- Details will be advertised over the next two months on the ChooseFlagstaff.com website and others channels as well.
- Staff is prepared to receive applications between July 1 and August 31.
- Start thinking about how you may grow your business in Flagstaff today!



**ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) ECONOMIC ADJUSTMENT ASSISTANCE GRANTS:** Team Flagstaff is preparing two grant applications for projects listed in the Northern Arizona Council of Governments (NACOG) the Comprehensive Economic Development Strategy known as the CEDS.

- Projects at the interchange at Interstate 17 and John Wesley Powell (JWP) Boulevard are the focus areas for the two applications. One relates to transportation improvements related to the expansion of Northern Arizona Healthcare (NAH)-Flagstaff Medical Center (FMC) campus, and the other relates to the infrastructure requirements for the 31.45-acre project near the Flagstaff Pulliam Airpark.
- Staff is hoping to complete the applications in the next week.

**ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) AMERICAN RESCUE PLAN ACT (ARPA):** The EDA is rolling out more American Rescue Plan Act programs to assist communities to get back on their feet!

- BR&E staff attended a webinar to learn more about the following EDA programs:
  - Build Back Better Regional Challenge
  - Good Jobs Challenge

- Economic Adjustment Assistance
- Indigenous Communities
- Travel, Tourism and Outdoor Recreation
- Statewide Planning, Research and Networks
- Coal Communities Commitment
- Staff has convened a group of internal and external partners to explore ways to bring money from as many of these programs as possible to our region as every one of them has distinct applicability to our communities. The group will meet next week.



**ARIZONA@WORK COCONINO COUNTY BUSINESS SERVICES TEAM (BST):** The BST convened a reformed team with new leadership.

- The Department of Economic Security (DES) Business Services Representative convened economic and workforce professionals to discuss emergent needs.
- Partners reported challenges to encouraging people to get back to work. Many programs designed to support people to remain home during the response to COVID were so successful that many people are not going back to work.
- Recent state Executive Orders have been issued to encourage a return to work for many Arizona residents.

**ARIZONA@WORK COCONINO COUNTY EDUCATION COMMITTEE:** The Education Committee met to bring greater understanding of the Workforce Innovation and Opportunity Act legislation to the Workforce Development Board and to the community at large.

- The Committee will work one chapter at a time to create a one-page flyer designed to increase understanding of the duties and expectation of the board member.
- The Education Committee will now meet on a monthly basis.



**AAED GOVERNMENT AFFAIRS COMMITTEE:** The Government Affairs Committee held their regularly scheduled meeting to learn the latest legislative news.

- The group discussed many topics including Proposition 208. The Arizona Supreme Court is considering a challenge to Proposition 208's constitutionality. Stay tuned.

**AAED GOVERNMENT EDUCATION COMMITTEE:** The Education Committee held their regularly scheduled meeting to learn the latest legislative news.

Upcoming AAED Academy Courses include the following:

- July 28-29: Economic Development in Arizona Recap
- Aug 25-26 (25 if in-person): Entrepreneurship & Small Business Development
- Sept 29-30 (29 if in-person): Arizona Workforce Development

- Oct 27-28 (27 if in-person): Downtown Development



#### LIBRARY MONTHLY STATS: From MAY & JUNE 2021...

	May	June	Difference
Unique Borrowers	1,426	3,754	+263%
Curbside Checkouts/ Total Circulation	13,792	20,582	+149%
Reference Help	1,396	2,618	+187%
Door Count	--	8,788	
Computer Sessions	55	1,139	+2071%
*The libraries reopened to the public on June 2 <sup>nd</sup> for in-person browsing and staff interaction.			
Note: these numbers are a month behind due to reporting timeframes			

**EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) TOILETRY KITS:** We began giving out toiletry kits created with friends funding in April 2021. Word spread slowly, and we gave out 3 in April and 4 in May. In June they took off, and we gave out 28 in June and 40 in July. One patron said, "I'm so glad that you guys have these kits! They've been so helpful!"

**SUMMER READING CHALLENGE:** The Youth program had 732 participants, with 415 finishers (higher than our normal average of 50%).

- Storytimes saw a lot of participation with one program, Turtle Tales, hitting more than 120! Getting to do storytimes outside whether at Bushmaster or Thorpe Park or on the library's back lawn was a blast for kids and librarians alike. It was such a success we will continue doing them this way for as long as the weather holds – EFCL's Fall Family Storytimes will be held at Bushmaster every Wednesday from 10:30 – 11:15 am (except for Sept 22 and Oct 20).



**ADULT SUMMER READING CHALLENGE:** In June and July, 332 adults participated in the Summer Reading Challenge, with 124 adults completing the program through points earned by reading, attending events, and completing activities. Participants read a total of 578,746 minutes, completed 179 missions, and were awarded 88 raffle prizes. All adult participation numbers increased from the 2020 Summer Reading Challenge.



**LIBRARY STAFFING:** The library has said goodbye to some amazing staff over the last little while, but we have also had the privilege of welcoming many new (and some returning!) staff that we are excited to add to our team.

- Some farewells go to Michele Brosseau, our CMS supervisor, Jamie Paul, one of our Librarians, and many of our amazing, hardworking temp employees.

- We are glad to welcome **Warner Locke, Jolene Rohrbacker, Brandon Waddle**, and the returning **Sarah Tsosie!** More staff will be joining the team soon as we move toward being fully staffed.



## TOURISM & VISITOR SERVICES

### TOURISM MONTHLY COFFEE KLATCH:

The Discover Flagstaff team hosts a get together each month where industry partners gather to hear more about what the team is doing to market the destination and offers a stakeholder roundtable. At the end of each meeting, staff has pre-arranged for attendees to pick up coffee or a pastry (on us!) at one of our many local coffee shops. This gathering happens the second



Friday of each month at 8:30 a.m. Currently, these gatherings are virtual, but we hope they will go back to in-person soon. *If you are interested in joining us, please reach out to Carrie Nelson at [cnelson@flagstaffaz.gov](mailto:cnelson@flagstaffaz.gov).*

### LODGING METRICS:

(From JUNE 2021 – Note: we always report a month behind)

- **Occupancy:** 87.2% compared to 84.9% (2019 pre-COVID)
- **Average Daily Rate (ADR):** \$136.33 compared to \$119.30 (2019 pre-COVID)
- **Revenue per available room (RevPAR):** \$118.92 compared to \$101.31 (2019 pre-COVID)

June	2019	2020	2021	Diff
OCC	84.9%	65.3%	87.2%	+33.6%
ADR	\$119.3	\$82.80	\$136.33	+64.7%
RevPAR	\$101.31	\$54.06	\$118.92	+120%

At the beginning of the pandemic, the Discover Flagstaff Team placed safety and responsible tourism at the forefront of our consumer messaging and in-market touchpoints; all while keeping the brand very much alive in the virtual space. Meanwhile, we have had a separate track of production ready to go at any time that the restriction where to be lifted. This track includes direct sales, marketing, Meetings, Media Relations, international Travel Trade, co-ops, business travel and more. This tandem approach – one actionable day-to-day and one waiting in the wings – has allowed us to be nimble. As the situation changed rapidly and restrictions were added or lifted, we would already have multiple options which were put through the brain trust and ready to implement.



It is always important to note that the stakeholders and industry partners are to be celebrated as they fought to keep their businesses above water and to serve the visiting public in the safest way possible.

We continue to out-pace one of our strongest years, and the last year prior to any effects of the pandemic – 2019. Demand is high for Flagstaff.

## VISITOR SERVICES:

**WALK-IN & RETAIL FY21 Figures:** There were 12,199 walk-ins to the Visitor Center for an increase of 67% over FY20, retail sales were \$31,842 for an increase of 66% over FY20.

**MODEL TRAIN:** The model train ran 270 times in the month of July.

**VISITOR CENTER STAFFING:** Staff held interviews for one part-time and two full time positions at the Visitor Center. **Annie Bachmayer** will begin in the part-time position August 7<sup>th</sup> and offers have been made in the full-time positions.

**COCONINO NATIONAL FOREST:** Staff gave a tour of the Visitor Center to Roving Ranger volunteers to share what we do at the Visitor Center and learn about the ranger programs at the campgrounds and Arizona Snowbowl.

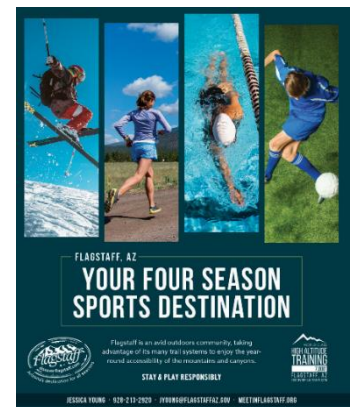
July	2019	2020	2021	Changeover 2020	Changeover 2019
Walk-ins	26,111	7,326	12,199	67%	-53%
Retail Sales	\$35,462	\$19,175	\$31,842	66%	-10%

## MEETINGS/EVENTS/CONFERENCES:

**CONFERENCE/ROOMS LEADS/BOOKINGS:** Staff sent out 4 leads for a total of 321 room nights and estimated economic impact of \$79,929. At time of reporting 1 lead had booked for 80 rooms and EEL of \$19,920.

**MEETINGS:** Staff attended Creative Flagstaff Committee Meetings and Board Meeting, FLP Board Meetings, a Woman's Leadership Retreat, EAC Meeting and League of Cities booth planning meeting.

**ADVERTISING:** In the month of July the following ad ran on Meetingstoday.com and a banner ad campaign started on the Meeting Professionals International website.



# TRAVEL TRADE:

## MEETINGS/EVENTS:

- Free Spirit Vacations Tour Group Arrival/Welcome Bags
- Destination America Meeting re: October Training
- Flagstaff Sister Cities Board Meeting
- Arizona Sister Cities Annual (Zoom) Meeting
- AOT Rural Co-op Marketing Meeting
- AOT IPW Booth Meeting
- AmericanTours Int'l Tour Series Lead – Economic Impact for 2022 is \$45,000

## MARKETING & MEDIA:

- Charitable Travel, UK Campaign Launched
- TourOperatorLand National Park Service Campaign
- USA Reisen, Germany Campaign Live



# MARKETING & MEDIA RELATIONS:

MARKETING & MEDIA RELATIONS: (July produced **34** print articles and **246** digital articles.)

- FY 22 kicked off July media coverage with high altitude training for the Olympics, Lowell Observatory, Mother Road Brewery/breweries, outdoors and getaways.
- Discover Flagstaff provides regular assistance to writers such as Roger Naylor and Alison Bailin with ideas, images and content about Flagstaff which contribute to stories in the Arizona Republic, The Entertainer and Times Media Group that produce excellent tourism coverage.
- A media familiarization tour with San Diego Beer News editor, Brandon Hernandez, yielded an amazing article featuring Flagstaff's craft beer scene in July.
- Broadcast featured Flagstaff on Arizona Highways TV, Phoenix news networks and KPNX. A friendly wager of beer vs. sausage between the Arizona Governor and Wisconsin Governor started with a tweet leading to a media buzz during the NBA finals. And, did you know Flagstaff is ranked as no. 4 on the 2020 list of beer producing places (see link below)?
- Discover Flagstaff procured six stories in addition to multiple media assists in the month of July. Flagstaff fires and floods were in the news, in addition to COVID, which could have led to a decrease of tourism related coverage which lowered the advertising value equivalency (AVE) and circulation/reach monthly numbers.
- However, articles were published and broadcast in Highlands Living, Flagstaff Business News, Sedona Monthly, KPNX TV12, San Diego Beer News and more.
- Discover Flagstaff worked directly with Sean Anthony at HYPO2, Jessica O'Toole at KPNX TV12 and NAU on a segment about Flagstaff's Role in the Olympics that aired live from 5a-7p on July 30 and the program clips

were re-broadcast multiple times and placed on their website. Please enjoy the links below from the month of July 2021.

Print (circ: 651K/value: \$6k) Broadcast (reach: 13.4m/value: \$124K) Digital (reach: 279m/value: \$2.5m)

International Coverage (circ. 189m/value: \$1.7M)

FY21 Flagstaff Tourism Media Coverage Total: Circulation: 10.5b/ AVE: \$98m – Exceeding goal by 223%

[See below for digital article highlights, please enjoy reading them:](#)

**Flagstaff, Arizona an established craft culture gives the City of Seven Wonders an eighth marvel to lure beer tourists:** <https://www.sandiegobeer.news/blog/beertouring/beertouring-flagstaff>

**10 Weekend Getaways:** [https://issuu.com/timespub/docs/0721\\_entertainer/15](https://issuu.com/timespub/docs/0721_entertainer/15)

**Beer vs Sausage: Governors place friendly bets on NBA Finals outcome:**

[https://www.azfamily.com/sports/phoenix\\_suns/beer-vs-sausage-governors-place-friendly-bets-on-nba-finals-outcome/article\\_7530a488-df8d-11eb-ag15-333726b27ff8.html?block\\_id=1042722](https://www.azfamily.com/sports/phoenix_suns/beer-vs-sausage-governors-place-friendly-bets-on-nba-finals-outcome/article_7530a488-df8d-11eb-ag15-333726b27ff8.html?block_id=1042722)

**20 Underrated US Travel Destinations:** <https://www.msn.com/en-us/travel/tripideas/20-underrated-us-travel-destinations/ss-AALLuXZ>

**The 60 Most Scenic Drives in America (slide 5):** <https://www.msn.com/en-us/travel/tripideas/the-60-most-scenic-drives-in-america/ss-AAKDgJJ>

**Which city in Arizona produces the most beer? Hint: It's not Phoenix:**

<https://www.azcentral.com/story/entertainment/dining/beer/2021/07/19/arizona-top-beer-producing-cities-might-surprise-you/7907423002/>

**Too hot to play outdoors this Summer. Explore an indoor Arizona state park. Here are 4 (slides 22-26):**

<https://www.azcentral.com/story/travel/arizona/road-trips/2021/07/22/arizona-state-parks-indoors-jerome-riordan-tombstone-mcfarland/7953804002/>

**Saturn Will Soon Put on Its Best Show of The Year. Here's Where and How To See It:**

<https://www.kpbs.org/news/2021/jul/29/saturn-will-soon-put-on-its-best-show-of-the-year/>

**Route 2021: Learn how Olympic athletes meal prep during training in Flagstaff:**

<https://www.12news.com/video/news/local/arizona/route-2021-learn-how-olympic-athletes-meal-prep-during-training-in-flagstaff/75-398690f7-4dfe-4e75-b116-cc0c83534505>

**Route 2021: Flagstaff us a favorite spot to train for Olympic swimmers:**

<https://www.12news.com/video/news/local/arizona/route-2021-flagstaff-is-a-favorite-spot-to-train-for-olympic-swimmers/75-44bea717-9fd7-4a69-9b97-1765e93c0192>

## **WEBSITE:**

**Analytics compare 2021 to pre-COVID 2019:**

- **Domestic sessions increased 58%:** Metro-Phoenix drive market is up 54%, Los Angeles up 106%, Vegas up 116%, and Dallas increased by 18%.
- **International sessions:** UK, Germany, MX and France are showing a rebound with positive increases -- MX at 4%, UK at 16% and France at 144%.

- **Pages most visited include:** 1) Webcam page: increased 84% 2) Things-to-Do page: increased 274% 3) Events and Festivals page increased 1,000%, and 4) Visitor Guide requests increased 27%.
- **Fire Awareness page** had 3,450 views and was the 9th most viewed page.
- **Organic search** continued with great strides and was up 60%.
- **Act of Kindness Kiosk** was activated July 3 during the year's first Movies on the Square with free glow sticks, necklaces and bracelets in the spirit of 4<sup>th</sup> of July, plus I HRT FLG stickers and Visitor Guides.

## EMAIL CAMPAIGN:

Month-over-month comparisons:

Email campaign benchmarks are set at 17% open rate and 3% CTR by trustworthy sources such as Hubspot, Mail Chimp, and Campaign Monitor. The Discover Flagstaff email campaign will reach its year anniversary in July 2021, the Flagstaff Local email campaign will reach its year anniversary in February 2022.

- The new overall average open rate is 27%, a 2% decrease from 29%, with a flat average CTR of 9%, for all emails. These are both still surpassing the benchmarks stated above.
  - Year-over-Year comparison
  - July 2020
    - Open 32%
    - CTR 8%
  - July 2021
    - Open 27%
    - CTR 8%
- The Flagstaff Local e-newsletter is performing strongly with very few unsubscribes. People are scrolling to the bottom of the newsletter with the click-through rate to prove it, actively clicking links located at the very bottom of the email. Both the open rate and click-through rates improved MoM. A send-time of 9am is performing the strongest over any other launch time for this email campaign.

## SOCIAL MEDIA:


Analytics compare 2021 to 2020 and pre-COVID 2019:

- Facebook drops 1% when compared to 2020 and has grown back to 2% comparing to 2019.
- YouTube is at 2% compared to 2020 and has grown back at 30% compared to 2019.
- Instagram is at 13% compared to 2020 and has grown back at 60% compared to 2019.
- Twitter is at 4% compared to 2020 and has grown back at 11% compared to 2019.
- Flagstaff Happenings subscriber rate is rebounding to above 5000 subscribers.

Discover Flagstaff posted a video to playlist **Flagstaff Festivals 2021**  
Published by Mike Russell · July 16 at 12:03 PM ·

The Arizona State Chili Cookoff happens right here in Flagstaff. Enter for a chance to win two Chili Festival tasting kits and a T-shirt! <https://woobox.com/8uxsvv>

Flagstaff Chili Festival Route 66 Chili Cookoff - 2021  
#PickFLG #PickHappy #FlagstaffFestivals2021




WOOBX.COM  
Flagstaff Chili Festival Sweepstakes

8,748 People Reached 485 Engagements

Learn More Boost Again

Discover Flagstaff  
Published by Mike Russell · July 23 at 11:13 AM ·

What a great photo to get us ready for Friday night! Comedian Key Lewis takes the stage at the Orpheum Theater tonight. Get your tickets: <https://w1.seetickets.us/.../Key.../430055...>



The Orpheum Theater is in Flagstaff, Arizona.  
July 16 at 4:50 PM · Instagram ·

Name a better spot for a Friday night beer. We'll wait.  
#OrpheumTheaterFlagstaff #DowntownFlagstaff #Payntake #DrinkLocal

8,300 133 -  
People Reached Engagements Distribution Score Boost Unavailable



## CREATIVE SERVICES:

### ADVERTISING:

- **WIPE THE SMILE ADS:** Created "Wipe the Smile" print and digital ads for the AZ Daily Sun and the FSO program
- **NAIPTA BUS BANNERS:** Designed three "Wipe the Smile" NAIPTA bus banners
- **AZ SPORTS GUIDE AD:** Created a High-Altitude Training ad for AZ Sports Guide Ad
- **HOROSCOPE:** Designed the Nostalgic Road Trip Horoscope PDF and website page
- **OLYMPIC BROCHURE:** Created a bi-fold brochure for High Altitude Training/Olympic athletes who trained in Flagstaff
- **HIGHLANDS LIVING:** Designed the September Highlands Living layout
- **FLAG LOCAL:** Finalized the Flag Local newsletter

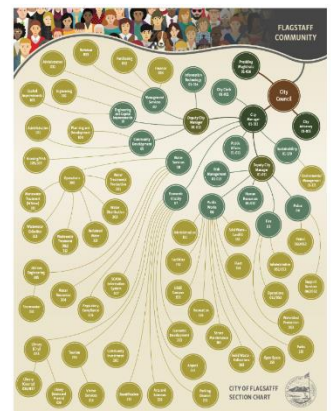


### CITY JOBS:

- **PARK FLAG SIGNS:** Designed curbside parking signs for Park Flag
- **BUSINESS ATTRACTION:** Updated the Business Attraction flyers and digital ads
- **BANNERS:** Designed and printed the "Thank You Firefighters" banners
- **ORG CHART:** Created section org chart for Finance
- **AIRPORT:** Designed a wall wrap and food cart wrap in the Air Café at the airport
- **HOUSING:** Continued work on a cover and info graphic for housing for their 10-year plan

### VIDEOS:

- **MEETINGS & EVENTS:** Created a video for meetings and events in partnership with AOT
- **PD RECRUITMENT:** Assisted with the planning for the PD recruitment video



### WEBSITE:

- **FIRE RESTRICTIONS:** Updated all pages and the hero video on the DF website to reflect the fire restrictions and masking lifted

**THANK YOU** for your continued support  
of the Economic Vitality Division  
for the City of Flagstaff!

**We work to**  
**enhance your quality of life 365 days a year!!!**